



**Minutes of the Greater Downtown Colorado Springs
Business Improvement District Board Meeting
Tuesday, January 14, 2025, 8:00 a.m.
111 S. Tejon St. Ste 703**

Board members present: Vlada Benedetti, Michael Brantner, Bill Reed (R), Eric Brenner, Peri Bolts, A.J. Hoerth (R), Julie Brooks (R)

Board members absent: John Wolfe, Carrie Hibbard, Uyen Le, Chris Senger

Staff members present: Chelsea Gondeck, Ana Valdez, Hannah Parsons, Tim Archer, Kelsee Swenn, Kim Oroszi

Call to order and welcome

At 8:06 a.m., Peri Bolts called the meeting to order.

Minutes

The board reviewed meeting minutes of November 19, 2024, and December 10, 2024. On a motion by Eric Brenner, seconded by Michael Brantner, the minutes were approved by the board.

Governance

Conflict of Interest

Chelsea Gondeck reminded the board to complete the conflict of interest forms and return them to Kim Oroszi.

Financials

The board reviewed financials dated for the period ending December 31, 2024. Ana Valdez reminded the board that the Downtown gift card program moved from the BID to the DDA.

Michael Brantner moved to accept the financials dated December 31, 2024. Eric Brenner seconded the motion, and it passed unanimously.

Operating Reserves for 2025

Staff sought a motion to set the operating reserve at \$418,206 for 2025.

Eric Brenner moved to set the operating reserve at \$418,206 for 2025. Michael Brantner seconded the motion. The motion passed unanimously.

Public Space Management

General updates

Tim Archer reported that, following contract negotiations with Robertson's, the company will perform weekly checks on irrigation at no additional cost. Additionally, he noted an increase in banner revenue.

BID 2025 Goals & Initiatives

Chelsea Gondeck briefly reviewed the BID's 2025 goals and initiatives, all of which were outlined in a memo in the board packet.

Marketing and Communications

Kelsee Swenn shared an extensive report on the 2024 holiday marketing including that the Holiday Gift Guides on social media were well-received and will be incorporated into the Holiday 2025 plan. Additionally, staff continues to allocate funds toward geo-fencing for targeted social media advertising.

Sales Data

Chelsea Gondeck reviewed the sales data with the board.

Adjournment

The board meeting was adjourned at 8:37 a.m.